

Women Working in Green Construction and Energy Efficiency

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Prepared for the
U.S. Department of Labor, Women's Bureau
by Public Policy Associates, Incorporated
and Wider Opportunities for Women

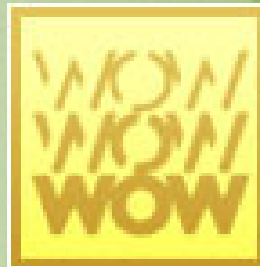


U.S. Department of Labor, Women's Bureau



Setting the Stage

Donna Addkison,
Family Economic Security
Programs Director
Wider Opportunities for Women



Berenice Lopez-Dorsey,
President & Owner
Home Energy Life Performance Group, Inc.
Portland, OR



Who We Are and What We Do

- Since opening in January 2009, H.E.L.P. has gone from 3 employees to 12
- While most of our growth is due to Clean Energy Works Portland, we are expecting growth as the public becomes more aware of the benefits



Who We Are and What We Do, *continued*

- Connect contractors with clients, training, and business support for weatherization and other residential efficiency projects
- Have specially trained technicians to evaluate homes using state-of-the-art equipment and recommend comprehensive improvements that will yield the best results
- Rather than focusing on a single component, use a whole-house approach to assess how improvements to all of these components can work together to provide energy savings and increased comfort in the home



Looking Ahead

- With programs such as Clean Energy Works of Portland and Home Star, the industry is taking off
- The short-term outlook is good, and hopeful for the long-term to be strong



Great Opportunity for Women

- Clean Energy Works Portland and other projects that are seeded by ARRA dollars are breaking down the barriers to widespread adoption of energy efficiency and renewable energy retrofits
- We can create jobs, help save energy, and move the region toward significant reductions in carbon emissions



Great Opportunity for Women, *continued*

- Estimated 10,000 jobs may be created through the retrofit of a projected 100,000 homes in Portland area alone
- The city, state, and multiple jurisdictions in Oregon won a competitive U.S. Department of Energy (USDOE) “Energy Efficiency and Conservation Block Grant” of \$20 million to help weatherize Oregon



Now More Than Ever Women Have Support

- The USDOE grant and similar grants throughout the U.S. require utilization of minority and historically underused contractors
- Support and encouragement to enter these industries and become successful



Women Make a Difference in the Market

- Another important reason for women to get into these industries is the customers themselves.
 - 🌱 Female customers seem to be more at ease with a woman coming into their homes.
 - 🌱 A lot of the work we do is in small spaces. Sometimes it is easier for a woman to get into a crawlspace or other tight area.



Challenges

- The upfront cost of the training is a big challenge for anyone entering this field
- Difficulty of competing in the construction industry as a minority-owned, woman-owned, and emerging small businesses



Karen Conover,
Director, Wind Energy Segment
DNV
Seattle, Washington



The Growth of the Wind Industry

- Wind is the fastest growing energy technology in the U.S. (and the world)
- Activity in all geographical regions
- Industry drivers are:
 -  Energy independence/security of supply
 -  Climate change and environmental
 -  Hedge against future price increases
 -  Green job creation



Strong Growth in Green Jobs

- Workforce development is one of the key needs in the wind industry
- Limited amount of experienced people
- Numerous university, community college, specialist training program initiated in the last few years



Opportunities for Women

- Wide range of opportunities
 - Technical – engineering, meteorology, materials, associated sciences
 - Legal, policy, and environmental
 - Manufacturing
 - Operations
 - Commercial and managerial
- Wide range of sectors



Leanne Tobias,
Founder and Managing Principal
Malachite LLC
Bethesda, MD

www.malachitelc.com



What We Do

- Expert, multi-disciplinary support for green building projects and portfolios
- Retrofit and development planning and management
- Asset management
- Leasing and operations support
- Finance
- Green certification
- Policy and program development, research



Green & Energy- Efficient Retrofits

- Siting: urban locations, mass transit access
- Shell: high-efficiency shell (windows, curtainwalls, roof, insulation)
- Lighting: daylighting, sensors, re-lamping, LEDs
- Plumbing and irrigation
- Mechanicals
- HVAC
- Building automation systems
- Healthy interior finishes
- Operations: green leasing, insurance, procurement, janitorial, CM, landscaping, pest management



Findings

- Green retrofits are global
- Strong ROIs and paybacks
- Multiple pathways: gut rehab to limited retrofit
- Increased building value
- Simultaneous repositioning, enhanced branding and market results
- Corporations are demanding it
- Tenants demanding it



Green Real Estate: The Value Proposition

- Initial costs becoming competitive
 - 2% premium, on average, for the new development of a moderately green building*
- Superior investment potential and revenue stream
- Operating cost reductions (vs. most conventional properties)
 - 30%+ reductions on utilities
 - Small insurance premium reductions



*Global study, *Good Energies*, November 2008

Green Real Estate: The Value Proposition, *continued*

- Tax advantaged
 - Public policy and economic stimulus focus
- Faster lease-up, top tier rents
- Excellent opportunity for capital providers



**HOK Offices
Culver City, CA**



Market Dimensions

- **2005-2008 (U.S.)**
 - Volume growth: \$11B to ~ \$30B
 - Market share growth: 2%-10%
- **2009-2010**
 - Outperforming the overall real estate economy
- **2013 (U.S.)**
 - Volume expected to triple to \$96-\$140B per year

Source: McGraw Hill Construction, 2008



**111 South Wacker Drive
Chicago, IL**

Career Opportunities in Green Real Estate

- Energy audit
- Renovations (now)
- Development (future)
- Design, construction management: shell, interior
- Green certification consulting
- Property leasing and operations
- Finance



Question and Answer Period





U.S. Department of Labor, Women's Bureau

200 Constitution Avenue, NW, Room S-3002

Washington, DC 20210

1-800-827-5335

<http://www.dol.gov/wb/>



Public Policy Associates, Inc.

119 Pere Marquette, Suite 1C

Lansing, MI 48912

517-485-4477

www.publicpolicy.com



Wider Opportunities for Women

1001 Connecticut Ave., NW, Suite 930

Washington, DC 20036

202-464-1596

www.wowonline.org

